

SAMPLE 30 DAY *FEDERAL REGISTER* NOTICE

DEPARTMENT OF DEFENSE

Submission for OMB review; comment request

ACTION: NOTICE

The Department of Defense has submitted to OMB for clearance, the following proposal for collection of information under the provisions of the Paperwork Reduction Act (44 U.S.C. Chapter 35).

TITLE AND ASSOCIATED FORM: *Marine Corps Advertising Awareness and Attitude Tracking Study, [If Applicable, Include Form Number], OMB Number 0704-0155.*

TYPE OF REQUEST: *Revision*

NUMBER OF RESPONDENTS: *1,400*

RESPONSES PER RESPONDENT: *2*

ANNUAL RESPONSES: *2,800*

AVERAGE BURDEN PER RESPONSE: *21 minutes*

ANNUAL BURDEN HOURS: *980*

NEEDS AND USES: *This collection of information will be used by the Marine Corps to gauge the effectiveness of current advertising campaigns. The study also serves as an important planning tool in shaping the strategy for future advertising efforts. Questions are posed to sixteen to nineteen year old males and females to determine their awareness of Marine Corps advertising.*

AFFECTED PUBLIC: *Individuals or households*

FREQUENCY: *Semi-Annually*

RESPONDENT'S OBLIGATION: *Voluntary*

OMB DESK OFFICER: *[Name of Desk Officer]*

Written comments and recommendations on the proposed information collection should be sent to [Name] at the Office of Management and Budget, Desk Officer for DoD, Room 10236, New Executive Office Building, Washington, DC 20503.

DOD CLEARANCE OFFICER: *[Name of Clearance Officer]*

Written requests for copies of the information collection proposal should be sent to [Name], WHS/DIOR, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302.

[Name of Liaison Officer]

Alternate OSD Federal Register

Liaison Officer

Department of Defense

